

**METHOD, SYSTEM AND PROGRAM FOR EFFICIENTLY DISTRIBUTING  
SERIAL ELECTRONIC PUBLICATIONS**

A data processing system with efficient facilities for transmitting a serial electronic publication to subscribers includes a push engine and a status manager. The push engine transmits a first issue to a subscriber. The status manager determines whether the first issue has been opened and allows the push engine to transmit a second issue to the subscriber only after determining that the first issue has been opened. In an illustrative embodiment, the push engine transmits a hypertext transfer protocol (HTTP) cookie to the subscriber with the first issue, and the status manager determines whether the first issue has been opened by reference to a corresponding cookie response from the subscriber indicating that client software has been utilized to open the first issue.